

Agri Marketing activities for Chillies in Sivagangai District

A Chillies Growers' Seminar chaired by District Collector, Sivagangai was held on 12th September 2008, under IAMWARM Project. More than 70 Chillies Growing Farmers attended the Seminar. The gathering was informed about the Project, the new concept of marketing which start from the choice of the crop based on marketing information, aggregation of produce, quality aspects, ABC etc. by the MDPU member for Agri Marketing. The facilities that will be offered at ABC was also explained in detail. The Assistant Professor from K.V.K. Kundrakudi explained about the cultivation practices of chillies cultivation in detail. The Director, Chillies Export House Ltd. (M/s. V.S.P. & Sons) who is the purchaser explained about the marketing dynamics of chillies trade and offered to procure at premium rates as done during last year for the specified variety.

The District Collector reviewed the availability of Namdari seeds and preparedness of the staff, cultivation stage at presence and reminded both the farmers and the end purchaser of their assurances on the premium price to be paid. The farmers reacted favourably about cultivation practices, variety and quality aspects. For few of the queries from the farmers about the cultivation, quality etc. aspects, the concerned officials have replied with details.



Chillies Growers' Seminar at Sivagangai